



TOURISM COMMISSION
MONDAY, April 11, 2022 – 4:00PM (CST)
LAKE GENEVA CITY HALL; Council Chambers

THE CITY OF LAKE GENEVA IS HOLDING MEETINGS VIRTUALLY WITH LIMITED CAPACITY IN COUNCIL CHAMBERS TO COMPLY WITH SOCIAL DISTANCING DUE TO THE CORONAVIRUS (COVID-19) PANDEMIC. HERE'S HOW YOU CAN PARTICIPATE:

4:00 p.m. April 11, 2022 Tourism Commission
Mon, Apr 11, 2022 4:00 PM - 5:00 PM (CDT)

Please join my meeting from your computer, tablet or smartphone.

<https://meet.goto.com/249895173>

You can also dial in using your phone.

United States: [+1 \(646\) 749-3122](tel:+16467493122)

Access Code: 249-895-173

AGENDA

- 1) Chairman, Waspi call the meeting to order
- 2) Roll Call
- 3) Comments from the public limited to 5 minutes, limited to items on this agenda
- 4) Approval of the Tourism Commission minutes from March 14, 2022
- 5) Update from Stephanie Copsey (Independent Contractor for Tourism Commission) Meet at the Lake Promotional Activity
- 6) Update from Tourism Entity (VISIT Lake Geneva) on Promotional Activity, Calendar, and Hotel performance
- 7) Update from Walworth County Visitors Bureau
- 8) Update from Lake Geneva Business Improvement District (BID) on Events, Activity, and Status of Prior Grants Awarded

- 9) Written financial update provided by Comptroller regarding Room Tax Dollars Collected, Financials, current Budget & Disbursements, list of outstanding (unpaid) tourism grants Awarded
- 10) Grant Application Related Discussion; (45-day deadline, cut-off dates for submitting invoices, permit approval prior to or after grant award, and related items)
- 11) Request for extension of 45-day limit for submitting event receipts for tourism grant reimbursement (BID)
- 12) Discussion / Action on Tourism Promotional Grant Program and Requests:
 - A) Lax Geneva (Lacrosse America) (Continued from March, 2022 meeting).
 - B) Riviera Ballroom venue staffing (City of Lake Geneva)
- 13) Future meeting agenda items (next meeting date: Monday, May 9, 2022 at 4pm)
- 14) Adjourn

This is a meeting of the Tourism Commission. No official City Council action will be taken; however, a quorum of the City Council may be present.

TOURISM COMMISSION MINUTES
Monday, March 14, 2022
COUNCIL CHAMBERS, CITY HALL

Meeting was called to order by Chair Brian Waspi at 4:02 p.m.

Roll Call

Present: Chair Brian Waspi, Vice Chair Dana Trilla, Alderman Hedlund, Alderman Fesenmaier, Zakia Pirzada, Mayor Klein (online), Stephanie Klett (online), Administrator Nord (online)

Absent: Linda Moritz

Comments from the Public limited to 5 minutes, limited to items on the agenda: None

Approval of Tourism Commission minutes from February 14, 2022

Hedlund moved to approve the February 14, 2022 minutes, second by Pirzada. Unanimously carried.

Update from Stephanie Copsey, Independent Contractor for Tourism Commission, Meet at the Lake Promotional Activity

Copsey was absent; report in March packet.

Update from Tourism Entity – Visit Lake Geneva

Deanna Goodwin was attending Governor Ever's Conference on Tourism. Klett reported that March was the last month for partner meetings by Zoom. In-person Visit meetings will resume in April. Winterfest was wildly successful with record attendance and two separate interviews by the Weather Channel that was pushed out nationally. Earned Media, free coverage, for Winterfest included dozens of articles from various sources.

Restaurant Week this year is pushed out to 10 days due to success in the past. Mark your calendars for April 23 to May 1, 2022.

Visit, in response to concerns over Ukraine/Russia conflict, sent their newsletter with five fully-vetted charities.

In the February Marketing Metrics, Wisconsin cities continue to see an increase on the website. This is a trend that will likely continue.

Update from Lake Geneva Business Improvement District (BID)

Kristi Tarantino, BID Director, let us know that they have hired an events coordinator. BID is not asking for a grant for the May 22nd Wine Walk. The Shamrock Shuffle as a hybrid, new event between online and in-person was almost sold out at this point. BID is returning next month with a grant application for Fashion Week, April 27 to April 30. They are waiting for permit approval from the City.

Commissioners are concerned about BID promoting ALL City lodging for grant approvals.

Written financial update provided by City Comptroller

Balance Sheet as of February 28, 2022

Total Assets \$1,081,125.28

Outstanding Grant Balance \$502,147.75

Restricted (Uncommitted) Fund Balance \$685,614.30

Walworth County Visitors Bureau

Board Member Tristin Crist updated the Commission regarding the financials. From the \$90,000 contract amount, they have submitted invoices for approximately \$37,900 and will return the balance. He reiterated that no additional funding will be requested at this time. They have not hired an executive director or group marketing manager. WCVB is in the process of rebranding their website and will switch more digital marketing using state grants and other member funding. Nothing was included in this month's packet.

Electric Vehicle Charging Station

No written report provided. Parking manager, Seth Elder, is exploring grants and federal tax credits. The Wisconsin legislature failed to make changes regarding electric charging stations. The prediction is that all new cars will be electric by 2035. The Public Works Committee continues to schedule this item on their agendas, also, but the issue seems to be gaining little traction in spite of the idea that visitors now have access and use apps that show charging station locations in cities.

City of Lake Geneva logo versus Tourism Commission log on Grant Marketing Materials

There is no direction on this issue in city ordinance or state statute.

Tourism Promotional Grant Program and Requests:

Bacon Fest (Wisconsin Valley Media Group)

Kelly Wells explained that this second annual event will be held in Flat Iron Park on May 14 and 15. The event will NOT expand and requiring the closing of Wrigley Drive.

Motion by Pirzada, second by Waspi, to grant the \$10,000 request. Carried with Alderman Hedlund voting no.

Art in the Park (Geneva Lake Arts Association)

Nikki Marcicano explained the updated application for the August 13 and 14 event including a detailed budget for marketing. The concern continued to be advertising in a wider area to that would encourage visitors to book overnight stays in the city. Motion by Pirzada, second by Fesenmaier, to grant up to \$11,964. Unanimously carried.

Year Round Advertising (Geneva Lake Arts Association)

The Commission was not convinced the grant would cause overnight stays in city lodging. The idea of a year-round campaign rather than individual, more focused events was not supported. No motion was made for the \$5,000 grant.

Lax Geneva (Lacrosse America)

Commissioners again expressed concern with using and listing lodging outside the city limits. The use of Delavan athletic fields was questioned. Nicole Bingham insisted that splitting the actual competition between Delavan and Lake Geneva would not work. A comment was made about Lake Geneva pursuing land purchase for more sports complexes. Motion by Trilla, second by Pirzada, to continue to next month with an updated lodging list. Unanimously carried.

5:30 p.m. Klett and Trilla exited meeting.

Lake Geneva Summer Star Parties (GLAS, Geneva Lake Astrophysics and STEAM)

Adam McCullouch explained the three separate events: Summer Solstice, Perseid Meteor Shower, and Lunar Eclipse. These events are all held in the evening and would be most likely to cause overnight city stays. Motion by Pirzada, second by Fesenmaier, to award the full grant for \$6,675. Unanimously carried.

Future meeting agenda items and next meeting date – Lax Geneva (Lacrosse America) grant application; Grant Application Discussion (45-day deadline, cut-off dates for submitting invoices, permit approval prior to or after grant award)

Monday, April 11 at 4:00 PM

Motion by Hedlund, second by Waspi, to adjourn at 5:39 p.m. Carried.

Respectfully submitted,
Alderman Fesenmaier, Secretary

Riviera Ballroom/MATL Update- Tourism Commission Meeting April 2022

Marketing Update

- Website Analytics Update: Past 30 Days:
 - Site Sessions: 1,285 (11% Decrease)
 - Active Inquiries: 52 (-8 from last month) *Increase of 18 reported this period last year
 - Avg. Session Duration: 3min 35 sec (16% increase)
 - Site Bounce Rate: 46% (9% decrease)

- WeddingWire & TheKnot: March Stats
 - 122 Storefront Views. Compared to 82 average in our market/category.
 - 23 leads (+3)

- Hotels & Lodging Analytics Update Past 30 days:
 - 162 Page Views (-39 from last month)
 - Avg. time spent on page: 59 seconds (12% increase)
 - 50% Exit Rate (5% Decrease)
 - Hotels/Lodging is #4 in top pages clicked on the site.
***Reports generated on April 7th 2022**

- Campaign Results Summary

Sales Update

	2018	2019	2020	2021	2022	2023
Weddings	45	28	9	54	55	17
Social	4	1	0	1	4	
Corporate	4	2	1	1	1	
Non-Profit	7	10	0	2	1	
Event Total	60	41	10	60	61	
Cancellation Total	0	0	40	11		
Rescheduled	0	0	20	4		

- Sales by Year:
 - 2022 Events- Past 30 days: (1) 2022 Weddings cancelled. Booked 1 additional wedding on a Sunday with 1 additional non-profit events likely to confirm.

 - 2023 Events- Past 30 days: Booked 2 additional weddings with 1 contract out likely to book.

- Last Year- Reported on April 12th, we had 53 total events on the books for 2021 and 14 events booked for 2022.

ACTUAL RIVIERA BALLROOM REVENUE BY YEAR 2018 - 2021

CITY OF LAKE GENEVA RIVIERA REVENUE (NET REVENUE AFTER TAX)

12/31/2018	12/31/2019	12/31/2020	12/31/2021
\$146,139.23	\$99,792.62	\$29,095.71	\$162,926.92
CATERING REVENUE			
\$29,159.74	\$14,688.76	\$4,337.68	\$32,970.09



Lake Geneva Tourism Commission | April 11, 2022 VISIT Lake Geneva Update

Upcoming Partner Meetings & Events

- Monthly Partnership Meeting: April 19, 8-9am at Tristan Crist Magic Theatre
- Ribbon Cuttings
 - April 20, 4pm at Caravel Autism Health
 - April 25, 10am at Lake Geneva Public Library
 - May 3, 10am at Bella Botanica

Public Events – 2022

- Lake Geneva Restaurant Week (April 23 - May 1) - Participating Restaurants posted online now
- Concerts in the Park (Thursdays, June 30 - August 11) - Music lineup announcement coming soon
- Electric Christmas Parade – December 3

Earned Media Highlights – MARCH 2022

- Forbes.com – [The 22 Best Places to Travel in the U.S. in 2022](#) (3/31/22)
- RoadTrippers.com – [8 Stops on a Gilded Age Tour of Lake Geneva](#) (3/29/22)
- OnMilwaukee.com – [Save Room for Restaurant Week](#) (3/28/22)
- Wisconsin State Journal – [Photos: Dungeons & Dragons and Dungeon Hobby Shop Museum](#) (3/21/22)
- Wisconsin State Journal – [GaryCon Returns to Lake Geneva](#) (3/20/22)
- PureWow.com – [The 15 Best Lake Towns in Wisconsin](#) (3/6/22)
- MSN.com – [The 15 Best Lake Towns in Wisconsin](#) (3/6/22)

Marketing Metrics – MARCH 2022

- Website – VisitLakeGeneva.com
 - Visitor Sessions: 59,863 (-8%) | YTD 420,026 (+45%)
 - Pageviews: 166,366 (-6%) | YTD 1,009,415 (+25%)
 - Users: 46,803 | YTD 311,802
 - Online Guide Visits: 2,705 | YTD 8,909
 - Top Cities:

1. Chicago (16.3%)	6. Rockford (0.8%)
2. Milwaukee (3.8%)	7. Burlington (0.8%)
3. Lake Geneva (2.9%)	8. Kenosha (0.8%)
4. Madison (2.7%)	9. Ashburn (0.8%)
5. (not set) (2.2%)	10. Schaumburg (0.8%)

- Top Pages:
 1. Things to Do
 2. Home
 3. Events
 4. Stay | Hotels & Resorts
 5. Things to Do | Family Fun
 6. Things to Do | Shopping
 7. Things to Do | Stay
 8. Things to Do | Shore Path
 9. Explore | Visitors Guide Request
 10. Things to Do | Tours
- 61% Female | 39% Male
- Age Group:
 1. 35-44 – 23.56%
 2. 25-34 – 22.2%
 3. 45-54 – 17.7%
 4. 55-64 – 14.2%
 5. 18-24 – 12.8%
 6. 65+ – 9.7%
- **Social Media**
 - Facebook – 55,634 Followers (+53)
 - Instagram - 8,821 Followers (+55)
 - Twitter - 3,425 Followers (+5)
- **Email Subscribers** – 52,808 (+9)

Visitor Center Activity – MARCH 2022

- Walk-ins – 632 (YTD 4,507)
- Phone Calls – 161 (YTD 886)
- Emails – 834 (YTD 2,770)
- Visitor Guides Fulfilled – 823 (YTD 2,816)

Hotel Activity (Lake Geneva Region) – FEBRUARY 2022

- Occupancy = 43.4% (+7.7%)
- ADR = \$156.28 (+12.5%)
- RevPar = \$67.81 (+21.1%)
- Demand = 26,802 (-+7.9%)

RFP Report – MARCH 2022

2022 RFP#	Total Room Nights	Meeting Type	Properties Sourced
1032	165	Corporate	Grand Geneva
1033	60	Corporate	Abbey, Grand Geneva
1034	130	Association	Abbey, Grand Geneva
1035	1255	Association	Grand Geneva
1036	20	Corporate	Abbey, Grand Geneva, The Ridge, GN, Maxwell Mansion , The Cove
1037	60	Association	Abbey, Grand Geneva, Lake Lawn Resort
1038	164	Corporate	Abbey, Grand Geneva
1039	60	Corporate	Abbey, Grand Geneva
1040	41	Corporate	Abbey, Grand Geneva
1041	40	Corporate	Abbey, Grand Geneva, Geneva Inn
1042	0	Corporate	Abbey, Grand Geneva, Baker House , The Cove
1043	31	Other	Abbey, Baker House , French Country Inn, Grand Geneva, Lake Lawn, Geneva Inn
1044	52	Other	Bella Vista , GN, The Ridge
1045	450	Corporate	Lake Lawn Resort
1046	56	Corporate	Grand Geneva, Lake Lawn Resort
1047	1165	Non-Profit	Grand Geneva

2021	Organization	Amount	Notes	Outstanding balance unpaid	Event Grade
February					
	Off-Peak Riviera Promotion (Copsey)	\$ 4,692.00		\$ 4,692.00	
March					
	Wisc. Hotel & Lodging Assoc. Trade Show	\$ 2,400.00		\$ 2,400.00	
April					
May	D.A.R.E. Training Conference	\$ 1,500.00		\$ 1,500.00	
September	City of Lake Geneva ; Live Stream Cam	\$ 8,955.00	8455 paid out - \$500 remaining	\$ 500.00	
October	City of Lake Geneva ; Riviera Restoration	\$ 211,712.00	\$202,911.98 transferred so far	\$ 8,800.00	
	Copsey / Riviera marketing contract	\$ 64,000.00	(\$5,332/month) 11-1-2021 - 10-31-2022	\$ 32,008.00	(YTD)
November	Lake Geneva Bridal Expo	\$ 15,000.00		\$ 15,000.00	
	Veteran's Park Ball Diamond Rehab (YMCA)	\$ 225,000.00		\$ 225,000.00	
	Holiday Festivities (BID)	\$ 14,200.00		\$ 14,200.00	
	Women's weekend 2022 (LGWA)	\$ 27,850.00	marketing & Riviera rental	\$ 14,000.00	
	Ice Sculpture Tour (VISIT Lake Geneva)	\$ 10,950.00		\$ 10,950.00	
2022	Organization	Amount	Notes	Outstanding balance unpaid	Event Grade
January	VISIT Lake Geneva Contract	\$ 150,000.00	Does not include any "overages"	\$ 112,500.00	
	Winter Wedding Photoshoot (Riv. Events)	\$ 1,500.00		\$ 1,500.00	
	Jazz Fest 2022 (Wisconn Valley Media)	\$ 10,000.00		\$ 10,000.00	
	Taco Fest 2022 (Wisconn Valley Media)	\$ 10,000.00		\$ 10,000.00	
	Pub & Grub Crawl (Jaycees)	\$ 15,000.00		\$ 15,000.00	
March	Baconfest (Wisconsin Valley Media)	\$ 10,000.00		\$ 10,000.00	
	Arts in the Park (Geneva Lake Art Foundation)	\$ 11,964.00		\$ 11,964.00	
	Lake Geneva Summer Stars Parties (GLAS)	\$ 6,675.00		\$ 6,675.00	
April	Lax Geneva (Lacrosse America)	\$ 5,000.00			
	Riviera Ballroom venue staffing (City of Lake Geneva)	\$ 10,000.00			
	Riviera Internet Tourism Comm; \$110.75 per month			\$ 110.75	
	OUTSTANDING BALANCE (UNPAID):			\$ 506,799.75	

CITY OF LAKE GENEVA

BALANCE SHEET

MARCH 31, 2022

FUND 47 - TOURISMASSETS

47-00-00-11111 FUND CASH

418,945.71

TOTAL ASSETS

418,945.71

LIABILITIES AND EQUITYLIABILITIES

47-00-00-21100 ACCOUNTS PAYABLE

10,122.99

TOTAL LIABILITIES

10,122.99

FUND EQUITY

47-00-00-34800 RESTRICTED FUND BALANCE

685,614.30

REVENUES OVER EXPENDITURES - YTD

(276,791.58)

TOTAL FUND EQUITY

408,822.72

TOTAL LIABILITIES & EQUITY

418,945.71

Account Number	Account Title	2022-22 Period Actual	2022-22 Current year Actual	Current year Budget	Variance Current year	% of Budget
TOURISM						
TOURISM						
47-00-00-41210	ROOM TAX	.00	.00	1,100,000.00	1,100,000.00	.00
47-00-00-46100	TOURISM MISC REVENUE	7,486.18	7,486.18	.00	7,486.18-	.00
47-00-00-48110	INTEREST INCOME	58.56	180.70	500.00	319.30	36.14
47-00-00-49100	APPL. PRIOR YR APPROPRIATIONS	.00	.00	.00	.00	.00
47-00-00-49350	TRANSFER FROM GENERAL FUND	.00	.00	.00	.00	.00
Total TOURISM:		7,544.74	7,666.88	1,100,500.00	1,092,833.12	.70
47-00-00-57100	HOTEL/MOTEL ASSN-CHAM OF COM	.00	37,500.00	532,872.00	495,372.00	7.04
47-00-00-57210	EVENTS COORDINATOR	2,666.00	10,664.00	32,000.00	21,336.00	33.33
47-00-00-57212	EVENTS COORDINATOR-RIVIERA	2,666.00	10,664.00	32,000.00	21,336.00	33.33
47-70-00-57150	PROMOTIONAL GRANT	22,368.55	22,368.55	100,000.00	77,631.45	22.37
47-70-00-57155	TOURISM MUNICIPAL DEVELOPMENT	119.97	349.93	100,000.00	99,650.07	.35
47-70-00-59400	TRANSFER TO CAPITAL PROJECTS	.00	.00	.00	.00	.00
47-70-00-59500	TRANSFER TO LAKEFRONT FUND	.00	.00	.00	.00	.00
47-70-00-59600	TRANSFER TO DEBT SERVICE FUND	202,911.98	202,911.98	211,712.00	8,800.02	95.84
TOURISM Expenditure Total:		230,732.50	284,458.46	1,008,584.00	724,125.54	28.20
Net Total TOURISM:		223,187.76-	276,791.58-	91,916.00	368,707.58	301.14-
Net Grand Totals:		223,187.76-	276,791.58-	91,916.00	368,707.58	301.14-

Journal	Reference Number	Payee or Description	Debit Amount	Credit Amount	Balance
47-00-00-11111 FUND CASH					
		02/28/2022 (02/22) Balance	.00 *	.00 *	1,081,197.83
CA	21	Cash Allocation - Created: 04/07/22 8:00 AM	58.56		
CA-CDA	7	CDA Fund Allocation - Created: 03/03/22 1:22 P		435,920.60-	
CA-CDA	24	CDA Fund Allocation - Created: 03/18/22 9:52 A		25,632.28-	
CA-CDA	43	CDA Fund Allocation - Created: 03/31/22 4:45 P		5,332.00-	
CA-CR	67	CR Fund Allocation - Created: 03/21/22 10:07 AM	7,486.18		
CA-JE	11	JE Fund Allocation - Created: 03/08/22 4:35 PM		202,911.98-	
		03/31/2022 (03/22) Period Totals and Balance	7,544.74 *	669,796.86- *	418,945.71
47-00-00-13920 ACCTS RECEIVABLE					
		02/28/2022 (02/22) Balance	.00 *	.00 *	.00
		03/31/2022 (03/22) Period Totals and Balance	.00 *	.00 *	.00
47-00-00-21100 ACCOUNTS PAYABLE					
		02/28/2022 (02/22) Balance	.00 *	.00 *	449,187.35-
AP	89	Summary Transactions from AP System		12,245.56-	
AP	483	Summary Transactions from AP System		7,242.96-	
AP	839	Summary Transactions from AP System		8,332.00-	
CDA	78733	LAKE GENEVA CONVENTION	435,920.60		
CDA	78847	ASR EVENTS LLC	3,933.74		
CDA	78873	LAKE GENEVA BID	8,311.82		
CDA	78874	LAKE GENEVA CONVENTION	13,266.75		
CDA	78909	CHARTER COMMUNICATIONS	119.97		
CDA	78962	STEPHANIE LYNN LAKE GENEVA LLC	5,332.00		
		03/31/2022 (03/22) Period Totals and Balance	466,884.88 *	27,820.52- *	10,122.99-
47-00-00-21900 ACCRUED EXPENSES					
		02/28/2022 (02/22) Balance	.00 *	.00 *	.00
		03/31/2022 (03/22) Period Totals and Balance	.00 *	.00 *	.00
47-00-00-34800 RESTRICTED FUND BALANCE					
		02/28/2022 (02/22) Balance	.00 *	.00 *	685,614.30-
		03/31/2022 (03/22) Period Totals and Balance	.00 *	.00 *	685,614.30-
47-00-00-41210 ROOM TAX					
		02/28/2022 (02/22) Balance	.00 *	.00 *	.00
		03/31/2022 (03/22) Period Totals and Balance	.00 *	.00 *	.00
YTD Encumbrance	.00	YTD Actual	.00	Total	.00
YTD Budget	1,100,000.00-	Unearned	1,100,000.00		
47-00-00-46100 TOURISM MISC REVENUE					
		02/28/2022 (02/22) Balance	.00 *	.00 *	.00
CR	7002325	WALW CO VISITORS BUREAU-UNUSED FUND		7,486.18-	
		Description: WALW CO VISITORS BUREAU-UNUSED FUNDS - WALW CO VISITORS BUREAU-UNUSED FUNDS			
		03/31/2022 (03/22) Period Totals and Balance	.00 *	7,486.18- *	7,486.18-
YTD Encumbrance	.00	YTD Actual	7,486.18-	Total	7,486.18-
YTD Budget	.00	Unearned	7,486.18-		
47-00-00-48110 INTEREST INCOME					
		02/28/2022 (02/22) Balance	.00 *	.00 *	122.14-
JE	34	REC MAR LGIP ACTIVITY		58.56-	
		03/31/2022 (03/22) Period Totals and Balance	.00 *	58.56- *	180.70-
YTD Encumbrance	.00	YTD Actual	180.70-	Total	180.70-
YTD Budget	500.00-	Unearned	319.30		

Journal	Reference Number	Payee or Description	Debit Amount	Credit Amount	Balance
47-00-00-49100 APPL. PRIOR YR APPROPRIATIONS					
		02/28/2022 (02/22) Balance	.00 *	.00 *	.00
		03/31/2022 (03/22) Period Totals and Balance	.00 *	.00 *	.00
YTD Encumbrance	.00	YTD Actual .00 Total	.00	YTD Budget .00 Unearned	.00
47-00-00-49350 TRANSFER FROM GENERAL FUND					
		02/28/2022 (02/22) Balance	.00 *	.00 *	.00
		03/31/2022 (03/22) Period Totals and Balance	.00 *	.00 *	.00
YTD Encumbrance	.00	YTD Actual .00 Total	.00	YTD Budget .00 Unearned	.00
47-00-00-57100 HOTEL/MOTEL ASSN-CHAM OF COMM					
		02/28/2022 (02/22) Balance	.00 *	.00 *	37,500.00
		03/31/2022 (03/22) Period Totals and Balance	.00 *	.00 *	37,500.00
YTD Encumbrance	.00	YTD Actual 37,500.00 Total	37,500.00	YTD Budget 532,872.00 Unexpended	495,372.00
47-00-00-57210 EVENTS COORDINATOR					
		02/28/2022 (02/22) Balance	.00 *	.00 *	7,998.00
AP	807	STEPHANIE LYNN LAKE GENEVA LLC	2,666.00		
		**Desc: EVENTS COORDINATOR-RIVIERA-APR 2022			
		03/31/2022 (03/22) Period Totals and Balance	2,666.00 *	.00 *	10,664.00
YTD Encumbrance	.00	YTD Actual 10,664.00 Total	10,664.00	YTD Budget 32,000.00 Unexpended	21,336.00
47-00-00-57212 EVENTS COORDINATOR-RIVIERA					
		02/28/2022 (02/22) Balance	.00 *	.00 *	7,998.00
AP	808	STEPHANIE LYNN LAKE GENEVA LLC	2,666.00		
		**Desc: EVENTS COORDINATOR-RIVIERA-APR 2022			
		03/31/2022 (03/22) Period Totals and Balance	2,666.00 *	.00 *	10,664.00
YTD Encumbrance	.00	YTD Actual 10,664.00 Total	10,664.00	YTD Budget 32,000.00 Unexpended	21,336.00
47-00-11-15900 DUE TO/FROM GENERAL FUND					
		02/28/2022 (02/22) Balance	.00 *	.00 *	.00
		03/31/2022 (03/22) Period Totals and Balance	.00 *	.00 *	.00
47-00-40-15900 DUE TO/FROM LAKEFRONT FUND					
		02/28/2022 (02/22) Balance	.00 *	.00 *	.00
		03/31/2022 (03/22) Period Totals and Balance	.00 *	.00 *	.00
47-70-00-57150 PROMOTIONAL GRANT					
		02/28/2022 (02/22) Balance	.00 *	.00 *	.00
AP	48	LAKE GENEVA BID	8,311.82		
		**Desc: REIMB-OCT FEST 2021 TOUR GRNT			
AP	81	ASR EVENTS LLC	3,933.74		
		**Desc: TOURISM GRANT-SEPT 21			
AP	435	YMCA	7,122.99		
		**Desc: TOURISM GRANT-YMCA			
AP	824	WGN CONTINENTAL BROADCASTING CO LLC	3,000.00		
		**Desc: TOURISM GRANT -FEB 2022/SS			
AP	825	WGN CONTINENTAL BROADCASTING CO LLC		3,000.00-	
		**Desc: TOURISM GRANT -FEB 2022/SS			
AP	709	LAKE GENEVA BID	3,000.00		

Journal	Reference Number	Payee or Description	Debit Amount	Credit Amount	Balance
		**Desc: SHAMROCK SHUFFLE TOURISM GRANT			
		03/31/2022 (03/22) Period Totals and Balance	25,368.55 *	3,000.00- *	22,368.55
YTD Encumbrance	.00	YTD Actual	22,368.55	Total	22,368.55
		YTD Budget	100,000.00	Unexpended	77,631.45
47-70-00-57155 TOURISM MUNICIPAL DEVELOPMENT					
		02/28/2022 (02/22) Balance	.00 *	.00 *	229.96
AP	457	CHARTER COMMUNICATIONS	119.97		
		**Desc: INTERNET SVC-MAR			
		03/31/2022 (03/22) Period Totals and Balance	119.97 *	.00 *	349.93
YTD Encumbrance	.00	YTD Actual	349.93	Total	349.93
		YTD Budget	100,000.00	Unexpended	99,650.07
47-70-00-59400 TRANSFER TO CAPITAL PROJECTS					
		02/28/2022 (02/22) Balance	.00 *	.00 *	.00
		03/31/2022 (03/22) Period Totals and Balance	.00 *	.00 *	.00
YTD Encumbrance	.00	YTD Actual	.00	Total	.00
		YTD Budget	.00	Unexpended	.00
47-70-00-59500 TRANSFER TO LAKEFRONT FUND					
		02/28/2022 (02/22) Balance	.00 *	.00 *	.00
		03/31/2022 (03/22) Period Totals and Balance	.00 *	.00 *	.00
YTD Encumbrance	.00	YTD Actual	.00	Total	.00
		YTD Budget	.00	Unexpended	.00
47-70-00-59600 TRANSFER TO DEBT SERVICE FUND					
		02/28/2022 (02/22) Balance	.00 *	.00 *	.00
JE	6	REC TOURISM APPROVED TRANSFER TO DE	202,911.98		
		03/31/2022 (03/22) Period Totals and Balance	202,911.98 *	.00 *	202,911.98
YTD Encumbrance	.00	YTD Actual	202,911.98	Total	202,911.98
		YTD Budget	211,712.00	Unexpended	8,800.02
Number of transactions: 27			Debit	Credit	Proof
Grand Totals:			708,162.12	708,162.12-	.00

Report Criteria:

Actual amounts

All accounts

Account.Account number = "47000011111"-47700059600"

**CITY OF LAKE GENEVA
ROOM TAX COMPARISONS
2021 AND 2022**

2021

	Room Tax Regular	Room Tax Marketplace	Totals
January	32,043.91	21,313.92	53,357.83
February	40,900.03	22,311.55	63,211.58
March			-
April			-
May			-
June			-
July			-
August			-
September			-
October			-
November			-
December			-
	<u>72,943.94</u>	<u>43,625.47</u>	<u>116,569.41</u>

2022

	Room Tax Regular	Room Tax Marketplace	Net Totals
January	50,900.40	-	50,900.40
February	54,798.76	-	54,798.76
March			-
April			-
May			-
June			-
July			-

August	-
September	-
October	-
November	-
December	-
	105,699.16 - 105,699.16

Variance (10,870.25)

Note: Marketplace Providers now pay on a quarterly basis

City of Lake Geneva Tourism Commission

Tourism Promotion Grant Application

Revised September, 2021

Date Submitted: March 4, 2022
Organization: Lacrosse America
Contact Person: Nicole Bingham
Phone Number: 224. 534. 8395
Street Address: 3090 N. Lake Terrace
City, State, Zip: Glenview, IL 60026
Email Address: nicole.b@lacrosseamerica.com
Name of Event: Lax Geneva
Date(s) of Event: June 18 & 19, 2022
Location of Event: Delavan Darien High School
Type of Event: Youth Lacrosse Tournament

(Festival, Cultural, Convention, Tour, Sporting, Other)

Estimated Number of Attendees: 90 Teams // Approx 6,000 people

Have you Applied Before? Yes or No; Explain: Yes, we have been approved for \$8,000 in both 2020 & 2021.

Where is this event physically located? (street address and governmental jurisdiction):

150 Cummings St. Delavan, WI 53115

What other governmental bodies have been approached for support and what amount has been received? N/A

Has the City of Lake Geneva Common Council approved this event taking place? (All proposed events must be approved *prior* to applying for a tourism grant). Yes / No N/A

* Estimated Number of Overnight Stays: 236 Room Nights Blocked in Lake Geneva Proper (see breakdown @ bottom of page)

Note: Please explain above how you estimated the number of overnight stays.

Annual Event (Yes/No): Yes, established in 2014.

Note: In addition, if chosen, the applicant agrees to include the City of Lake Geneva logo on all marketing materials including print, banners, websites and social media and will be required to provide paid receipts, and an evaluation of the results of this promotional effort within 45 days of its completion, which is to include approximate number of room nights retained in City of Lake Geneva hotels.

Grant Amount Requested: \$5,000

Provide as attachment the following:

- 1) Event Overview/Description
- 2) Event Budget (Include how grant funds will be used)
- 3) Mock-up of all Marketing Material to include City of Lake Geneva Logo (also list all social media outlets associated with this event)
- 4) Marketing plan for the event
- 5) How will this grant generate overnight stays within the City of Lake Geneva?
- 6) How did you or your organization calculate the estimated number of overnight stays to be generated by your event?
- 7) Any other helpful information

***Please beware that the applicant is required to notify the City Administrator or Tourism Commission Chair prior to making changes to the event as proposed in this grant application in regard to event location, events planned, etc. Failure to provide notice and receive approval by the City Administrator or the Tourism Commission Chair may invalidate the grant approval.**

Please send the completed application with required additional information, one week prior to meeting, to cityadmin@cityoflakegeneva.com

* Comfort Suites - 25 rooms
Harbor Shores - 20 rooms
Lake Lawn Resort - 15 rooms
Fairfield Inn Lake Geneva - 28 rooms
TimberBridge Lodge - 30 rooms



Lax Geneva

LAKE GENEVA, WISCONSIN

**LACROSSE AMERICA'S
LAX GENEVA LACROSSE TOURNAMENT**
JUNE 18-19, 2022

City of Lake Geneva Tourism Commission
Tourism Promotion Grant Application

Application 2022



LAX GENEVA LACROSSE TOURNAMENT

Tourism Promotion Grant Application 2022

Lacrosse America has a decade-long history of successfully running top notch events, and we continue to redefine what an event experience means. Lacrosse America is pleased to submit a grant request for the 8th Annual Lax Geneva Lacrosse Tournament.

Contact Information:

Name of Organization: Lacrosse America

Address: 3090 N. Lake Terrace, Glenview, IL 60026

Phone: (847) 412-5529

Point of Contact: Nicole Bingham

Email: nicole.b@lacrosseamerica.com

Event & Facility Information:

Event Name: Lax Geneva

Dates: June 18 & 19, 2022

Games Played: Saturday 8AM-7PM, Sunday 8AM-4PM

Location: Delavan-Darien High School – 150 Cumming St. Delavan, WI 53115

Divisions Offered: Boys U8-High School, Girls U12-High School - Open Registration

Event Description:

The 8th Annual Lax Geneva Lacrosse Tournament (a two-day lacrosse tournament) will host 90 lacrosse teams and 5,500-6,000 spectators in June 2022. The event will be held at Delavan-Darien High School in Delavan, WI.

In 2021, we hosted teams from Illinois, Iowa, Michigan, Minnesota, Missouri, and Wisconsin.

Intent for Grant Awarded:

Lacrosse America strives to create an unmatched player experience at our events.

Our focus for 2022 is to bring as many NCAA College Coaches as possible to recruit on site from the DI, DII, DIII, and NAIA colleges and universities. The recruiting landscape for the weekend of June 18 & 19, 2022 is light and lends itself to many open schedules for the college coaches.

Securing and marketing college coaches over the next several months will lead to team sales. These team sales will lead to hotel pick up and economic impact for the City of Lake Geneva.

Money awarded would be used to pay college coach stipends. College coaches used stipends for travel accommodations.



Hotel Information:

This event institutes a Stay to Play policy for nonlocal teams allowing us to track exact hotel statistics leading up to, and after, the event. All hotel accommodations have been contracted, and will be handled by Travel First, Lacrosse America's official travel partner. Should we receive a grant from the City of Lake Geneva Tourism Commission, we would assure that all contracted Lake Geneva hotels are filled before hotels in other surrounding cities.

*All teams that play Saturday will automatically play on Sunday, so hotel rooms are not lost throughout the weekend.

Lake Geneva Hotels Currently Contracted to Service Our Parents and Players in 2022:

- Comfort Suites Lake Geneva
- Harbor Shores
- Timber Ridge
- Lake Lawn Resort
- Fairfield Inn Lake Geneva

Currently, we have 236 room nights blocked within Lake Geneva and plan to fill a minimum of 80% of the team blocks.

New Visitors:

Lax Geneva will attract 95% or more of its participants from outside of Lake Geneva/Walworth County. This equates to approximately 5,225-5,700 nonlocal spectators such as relatives and friends as well as approximately 2,250 athletes and coaches that will be participating in the event. This new visitor audience will create the following benefits to Lake Geneva:

- Increased event or attraction attendance
- Increased retail, food, and beverage expenditures
- Team dinners in nearby restaurants or catered to the hotel
- Local restaurants that offer delivery service to the fields will provide lunch for clubs
- Local grocery stores to supply drinks and snacks for families



LAX GENEVA LACROSSE TOURNAMENT

Tourism Promotion Grant Application 2022

Expenses:

<u>Activity</u>	<u>Execution Date(s)</u>	<u>Approx. Allocation</u>	<u>Impressions</u>
NCAA College Coach Stipends	June 19, 2022	\$5,000	Marketing Database - Unique Participants: 7,000 - Unique Club Directors: 2,000 - Unique College Coaches: 450
	Total	\$5,000	

Marketing Schedule:

<u>Date</u>	<u>Details</u>	<u>Method</u>	<u>Impressions</u>
3/17/2022	Lax Geneva Invite to College Coaches Announcing Stipends are Available	Email	450 <i>College Coaches</i>
3/29/2022	Lax Geneva College Coaches Attending	Email & Instagram Post	Email: 2,000 <i>Club Directors</i> Instagram: 5,261 <i>Followers</i>
4/21/2022	Lax Geneva College Coaches Attending	Email & Instagram Post	Email: 7,000 <i>Participants</i> Instagram: 5,261 <i>Followers</i>
5/24/2022	Lax Geneva College Coaches Attending	Email & Instagram Post	Email: 9,000 <i>Club Directors & Participants</i> Instagram: 5,261 <i>Followers</i>
6/13/2022	Lax Geneva Schedule and Final College Coaches List	Email	Email: 9,000 <i>Club Directors & Participants</i> Instagram: 5,261 <i>Followers</i>
6/21/2022	Thank you	Email	9,000 <i>Club Directors & Participants</i>
Currently Live	Event Information, Updated College Coach Lists and Lake Geneva logo	SMP Events App	Downloads: 2,500



LAX GENEVA LACROSSE TOURNAMENT

Tourism Promotion Grant Application 2022

Email Marketing Sample from 2021:



Lax Geneva
LAKE GENEVA, WISCONSIN

JOIN LA IN LAKE GENEVA!

2-DAY EVENT: JULY 24-25, 2021

REGISTER NOW →

LOCATION:
DELAVAN-DARIEN HIGH SCHOOL
150 Cumming St., Delavan, WI

DIVISIONS
BOYS DIVISIONS: 30/29 (U10)-2022
GIRLS DIVISIONS: 28/27 (U12)-2022

**4 GAME GUARANTEE
CHAMPIONSHIP FORMAT**

REAL-TIME UPDATES ON LA EVENTS APP

LEADERBOARDS

ONLINE ROSTERS & WAIVERS

LAKE GENEVA
PROUDLY SUPPORTED BY
THE CITY OF LAKE GENEVA

PLAY. EXPERIENCE. ACHIEVE. LACROSSEAMERICA.COM

From: [Nicole Bingham](#)
To: [City Administrator](#)
Subject: Re: 2021 Lax Geneva Grant Followup
Date: Friday, March 4, 2022 10:55:14 AM
Attachments: [Lake Geneva Form.pdf](#)
[2022 Lax Geneva Grant Application.pdf](#)

Good morning!

Attached, please find my application and supporting documents.

I look forward to hearing from you soon. Thank you for all your support!

On Thu, Feb 24, 2022 at 4:09 PM Nicole Bingham <nicole.b@lacrosseamerica.com> wrote:
Thank you very much!

I will have our application submitted by the deadline.

Have a great weekend!

On Wed, Feb 23, 2022 at 8:18 AM City Administrator <cityadmin@cityoflakegeneva.com> wrote:

Good Moring Nicole.

The **deadline** for submitting a grant request for the next Tourism Commission meeting is **Monday, March 7, 2022 at noon.**

Attached is the updated grant application that was formally adopted by the Commission several months ago. Previous versions of the document are no longer valid.

The next Tourism Commission meeting is Monday, March 14th at 4pm.

Sincerely,

David Nord

City of Lake Geneva

From: bwaspi@clearwateroutdoor.com [mailto:bwaspi@clearwateroutdoor.com]

Sent: Tuesday, February 22, 2022 1:21 PM

To: Nicole Bingham <nicole.b@lacrosseamerica.com>

Cc: City Administrator <cityadmin@cityoflakegeneva.com>

Subject: Re: 2021 Lax Geneva Grant Followup

Hi Nicole,

Meetings are back in-person, but there is also an option to join remotely.

Brian Waspi, Chief Enjoyment Officer
Office: 262.348.2420 ext. 1001

Clear Water Outdoor
Born in Wisconsin, Since 2005
Lake Geneva / Delafield / Milwaukee

Voted Outdoor USA Magazine "Top 100 Specialty Outdoor Retailer"

On Feb 17, 2022, at 11:04 AM, Nicole Bingham <nicole.b@lacrosseamerica.com> wrote:

Good Afternoon Brian,

I would like to submit a grant application for Lax Geneva 2022. Will I need to join a meeting via zoom or in person?

On Fri, Sep 3, 2021 at 11:56 AM Brian Waspi <bwaspi@clearwateroutdoor.com> wrote:

Ok thank you. Reminder that those go to the city administrator, not to me.

Brian Waspi
Office: [262-348-2420](tel:262-348-2420) ext. 1001
Fax: [262.348.2421](tel:262.348.2421)
Email: bwaspi@clearwateroutdoor.com

Clear Water Outdoor
Lake Geneva & Delafield, WI
www.ClearWaterOutdoor.com

Voted Outdoor USA Magazine "Top 100 Specialty Outdoor Retailer"

On Sep 1, 2021, at 09:10, Nicole Bingham
<nicole.b@lacrosseamerica.com> wrote:

Brian,

Thank you so much. I will have the receipts to you by the end of the week! I do NOT need to come in but I look forward to coming in and speaking about Lax Geneva 2022 later this fall!

On Fri, Aug 27, 2021 at 6:05 PM bwaspi@clearwateroutdoor.com
<bwaspi@clearwateroutdoor.com> wrote:

Hello Nicole,

Sounds like you had some last minute scrambling but pulled it off! Good for you!

Dave forwarded me your email as I'm the chair for the Tourism Commission. We can get you on the agenda, but might be able to answer your questions via email and save us all some time. As the rules for

grants go, 45 days after an event the grantee will turn in paid invoices for reimbursement. Those invoices are for the expenses we agreed to issue the grant for. Often times, not all the grant money is spent and the city will simply reimburse for the items on your original list that you did pay for (this is common). That said, problems can arise when paid invoices are turned in for reimbursement that were not part of the original grant application. So, if you are planning on the latter of these two examples, then we need to have you come into the next meeting and the Tourism Commission would need to vote to amend the original grant to include the new items. We have done this before, but usually BEFORE the event. If that 45 day window closes before the next meeting (Sept 13), I suggest turning in what you will be asking changed and we'll get you on the agenda. If no action is taken or agreed to in the meeting, then you would only be reimbursed for the items you turn in that were part of the original grant.

Hope this clarifies things a bit. Please let me know some more detail on what your request will look like and if you believe we need to amend the original grant request.

Thank you,

Brian Waspi, Chief Enjoyment Officer
Office: 262.348.2420 ext. 1001

Clear Water Outdoor
Born in Wisconsin, Since 2005
Lake Geneva / Delafield / Milwaukee

Voted Outdoor USA Magazine "Top 100 Specialty Outdoor Retailer"

On Aug 26, 2021, at 4:47 PM, City Administrator
<cityadmin@cityoflakegeneva.com> wrote:

Hi Brian,

Just received this. Let me know if you want this on the September agenda.

Dave

From: Nicole Bingham [<mailto:nicole.b@lacrosseamerica.com>]
Sent: Thursday, August 26, 2021 3:29 PM
To: City Administrator <cityadmin@cityoflakegeneva.com>
Cc: Nancy Elder <deputyclerk@cityoflakegeneva.com>
Subject: 2021 Lax Geneva Grant Followup

Good Afternoon,

Please see attached letter in regards to the 2021 Lax Geneva lacrosse tournament. I look forward to speaking soon.

Thank you.

--

Nicole Bingham

Lacrosse America

3090 North Lake Terrace

Glenview IL 60026

www.lacrosseamerica.com

nicole.b@lacrosseamerica.com

Office: (847) 412-5529

Fax: (847) 410-3926



The information in this e-mail is confidential and may contain legally privileged information. It is intended solely for the person or entity to which it is addressed. Access to this e-mail by

anyone else is unauthorized. If you are not the intended recipient, any dissemination, distribution, copying, or other use of the message or its attachments is strictly prohibited and may be unlawful. If you received this e-mail in error, please contact the sender and delete the material from any computer.

<Lake Geneva Grant 2021 - Lacrosse America.pdf>

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Nicole Bingham

Lacrosse America

3090 North Lake Terrace

Glenview IL 60026

www.lacrosseamerica.com

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CITY OF LAKE GENEVA

TOURISM COMMISSION



TOURISM PROMOTION GRANT

INFORMATIONAL GUIDE

Revised September, 2021

I. INTRODUCTION:

In 2017, the City of Lake Geneva Common Council passed Ordinance 17-03, creating and amending Chapter 70, Sec. 70-55, establishing a Tourism Commission to be responsible for the coordination of tourism promotion and tourism development within the City and for ensuring that all room tax dollars are spent on tourism promotion and development as defined in Wisconsin State Statute 66.0615. As part of the duties, this Commission has established the Tourism Promotion Grant Program to fulfill its obligation to support marketing projects, including advertising media buys, creation of printed or electronic promotional tourist materials, or efforts to recruit conventions, sporting events, or motor coach groups.

The Grants are intended to be provided to applicants that can clearly show their event is reasonably likely to generate paid overnight stays by transient tourists at more than one establishment on which a room tax is imposed, that are owned by different persons and located within the City of Lake Geneva. The Commission intent is to focus on those applicants that can demonstrate that likeliness primarily seven days a week during non-peak periods and Sunday to Thursday nights during peak periods (Peak periods being Memorial Day through Labor Day, non-peak Labor Day through Memorial Day).

II. ELIGIBLE APPLICANTS:

Eligible applicants for the Grant are businesses, non-profits, civic groups, downtown promotional entities, and tourism promotion entities who can convey to the Commissions' consensus that their event is reasonably likely to generate paid overnight stays by transient tourists within the City. Applicants must demonstrate that their event or promotion opportunity has fulfilled the State Statute requirements for the grant expenditures. Tourism Commission members shall not be eligible to participate in the program.

Applicants must also state:

- Where is this event physically located?
- What other governmental bodies have been approached for support and what amount has been received?
- Has the City of Lake Geneva Common Council approved this event taking place? (All proposed events must be approved by the Council prior to applying for a tourism grant).

Administration of the Grant Fund will be reviewed by the Tourism Commission with final approval given by a simple majority of those voting. The City Administrator shall be responsible for the day –to-day administration of the Grant Program after Commission approval.

III. APPLICATION PROCEDURES:

Applications are due and shall be submitted one week prior to the Tourism Commission meeting. See City of Lake Geneva website calendar for Tourism Commission meeting dates.

Businesses that are interested in applying for Grant Funds can download the application from the City of Lake Geneva website, and submit to the Lake Geneva City Administrator and designee via email at cityadmin@cityoflakegeneva.com or mail to the Lake Geneva City Hall, 626 Geneva Street, Lake Geneva WI 53147. Applications along with applicable materials are to be marked as “Promotional Tourism Grant.”

Following submittal of an application to the Commission, the Commission will examine the application, approve or deny the application and level of financial support to be granted. As part of the application, the commission requires the City of Lake Geneva logo placed on marketing event/initiative materials including printer materials, banners, websites and all out social media outlets used.

Once the Commission has completed its review of the application, the applicant may be informed of any deficiencies and be requested to amend the application, if necessary. Upon receipt of the completed application, it will be presented to the Commission for consideration.

As part of the grant approval, the Commission may require room block rental contracts with City of Lake Geneva hotels (for applicable events) one week prior.

IV. APPROVAL PROCEDURES:

Ten-minute presentations with grant applicants and the Tourism Commission may take place after a grant request has been submitted. Be prepared to explain how you calculated your estimate for overnight room stays. The City/Tourism Commission reserves the right to reject all applications or to accept any application which will best serve the interests of the City of Lake Geneva and the Tourism Commission.

V. EVENT EXPENSE REIMBURSEMENT PROCEDURES:

Businesses and organizations that have been approved for Grant Funds should indicate the final event/initiative date and will be given 45 days from that date to submit their receipts and examples of any marketing materials, using the attached form. Approved expenses after the event should be emailed to the City of Lake Geneva electronically at cityadmin@cityoflakegeneva.com. The City of Lake Geneva will follow their internal policies in regards to reimbursement and documentation needed for reimbursement up to the approved amount. Any disputes arising from submission will be reviewed for State law compliance by the Lake Geneva City Attorney and the Lake Geneva City Administrator.

City of Lake Geneva Tourism Commission

Tourism Promotion Grant Application

Revised September, 2021

Date Submitted: March 22, 2022

Organization: City of Lake Geneva, Wisconsin

Contact Person: Dave Nord (City Administrator)

Phone Number: 262-249-4098

Street Address: 626 Geneva Street

City, State, Zip: Lake Geneva, Wisconsin 53147

Email Address: cityadmin@cityoflakegeneva.com

Name of Event: Riviera Ballroom Venue staff training

Date(s) of Event: Spring through Summer, 2022

Location of Event: Riviera Ballroom as well as off site

Type of Event: Personnel training for on-going operation of the Riviera Ballroom events.
(Festival, Cultural, Convention, Tour, Sporting, Other)

Estimated Number of Attendees: Not applicable

Have you Applied Before? Yes, or No; Explain: No

Where is this event physically located? (street address and governmental jurisdiction):

Personnel training relate to City's Riviera Ballroom's marketing and event operations

What other governmental bodies have been approached for support and what amount has been received? No. Request is solely for the benefit of the City of Lake Geneva

Has the City of Lake Geneva Common Council approved this event taking place? (All proposed events must be approved **prior** to applying for a tourism grant). Yes / No No; not applicable.

Estimated Number of Overnight Stays: Numerous and on-going

Note: Please explain above how you estimated the number of overnight stays.

Annual Event (Yes/No): Annual and ongoing

Note: In addition, if chosen, the applicant agrees to include the City of Lake Geneva logo on all marketing materials including print, banners, websites and social media and will be required to provide paid receipts, and an evaluation of the results of this promotional effort within 45 days of its completion, which is to include approximate number of room nights retained in City of Lake Geneva hotels.

Grant Amount Requested: Not to exceed \$10,000.00

Provide as attachment the following:

- 1) Event Overview/Description
- 2) Event Budget (Include how grant funds will be used)
- 3) Mock-up of all Marketing Material to include City of Lake Geneva Logo (also list all social media outlets associated with this event)
- 4) Marketing plan for the event
- 5) How will this grant generate overnight stays within the City of Lake Geneva?
- 6) How did you or your organization calculate the estimated number of overnight stays to be generated by your event?
- 7) Any other helpful information

*Please beware that the applicant is required to notify the City Administrator or Tourism Commission Chair prior to making changes to the event as proposed in this grant application in regard to event location, events planned, etc. Failure to provide notice and receive approval by the City Administrator or the Tourism Commission Chair may invalidate the grant approval.

Please send the completed application with required additional information, one week prior to meeting, to cityadmin@cityoflakegeneva.com

Important points for your grant presentation at Tourism Commission:

Revised September, 2021

- Please verify permitting requirements with the City of Lake Geneva *Tourism Grant Applications will not be considered until any required permits or approvals by the City Council are obtained.
- Please be prepared to address the items outlined on page four of this packet when presenting to the Tourism Commission.
- If you are going to bring printed materials to the meeting as part of your presentation; bring seven (7) copies, so all members of the Tourism Commission and the meeting recorder will have copies.
- Presentations should not last more than ten (10) minutes. Additional time is reserved for members of the Tourism Commission to ask questions of the applicant.
- If you intend to present any digital materials to the Commission, you must provide those to the City Administrator one week prior to the meeting.

Important points before submitting your invoices to the Tourism Commission for reimbursement:

Revised September, 2021

- All reimbursable expenses must be listed on the attached Reimbursement Form and submitted to the City Administrator at one time
- All reimbursable expenses must be submitted to the City no later than forty-five (45) consecutive days after the event; not business days
- All expenses to be reimbursed must have an actual receipt included
- All reimbursable receipts must be marked “paid” by the vendor
- You must use the Tourism Commission Reimbursement Form provide. The form must correlate exactly with the individual receipts that are attached.
- Reimbursement forms need to include the Grant Evaluation Form before grant funds will be released.

Under no circumstances will the Tourism Commission reimburse invoices submitted which exceed the amount approved.

City of Lake Geneva Tourism Commission Reimbursement Form

Revised September, 2021

Name: _____

Organization Name: _____

Payment made Payable to: _____

Remittance Address: _____

Contact Phone #: _____ Email: _____

- Please use the table below to list invoices for reimbursement; remember to attach copies of paid invoices for verification. **Reimbursement forms need to include the Grant Evaluation Form before grant funds will be released.**

<u>Invoice Date</u>	<u>Invoice #</u>	<u>Vendor Name</u>	<u>Purchase Description</u>	<u>Purchase Amount</u>	<u>Date Paid</u>

City of Lake Geneva Tourism Commission

Grant Evaluation Form

Revised September, 2021

The City of Lake Geneva Tourism Commission provided funds for your organization's promotional efforts. As required by our guidelines, in return for our investment, you must provide an evaluation of the results of this promotional effort within forty-five (45) days of its completion. This shall be remitted along with marketing materials and paid receipts before grant dollars will be authorized and distributed. Please note that evaluations will be reviewed when consideration of future grants are requested by your organization. Forward all of the required information to:

cityadmin@cityoflakegeneva.com

or mail to

City of Lake Geneva

626 Geneva Street

Lake Geneva, WI 53147

1. Provide a final media synopsis that includes the following information
 - a. Number of customer responses generated from type of media utilized
 - b. What media did you use in your use in your campaign?
 - c. What were your target markets?
2. In your grant application you listed estimated number of attendees. What were your actual results?
3. In your grant application you listed estimated number of overnight stays. Please estimate approximate number of City of Lake Geneva hotel room nights booked and how that estimate was attained.
4. Provide an income and expense statement to include actual paid receipts. Any items that are grouped together in a category (i.e. contributions cash or in-kind trade) must be detailed on a separate sheet.
5. Please include any additional information you would consider pertinent in summarizing your promotion/event.

Name: _____ Date: _____

Name of Organization: _____

Email: _____ Phone: _____



Provide as attachment the following:

- 8) **Overview/Description:** The current Riviera/Meet at the Lake Event Coordinator has given notice that she is leaving the position. The purpose of the grant request is to select and onboard the qualified replacement prior to the current Coordinator leaving the position. The funding will allow the new hire to work side by side with the current Coordinator and become thoroughly trained in all aspects of the position; ensuring a seamless transition for all groups having upcoming events at the ballroom as well as continuity in the marketing efforts to attract additional clients.
- 9) **Event Budget (Include how grant funds will be used):** The “not to exceed” amount of \$10,000 will provide compensation to the incoming Event Coordinator while they receive thorough training in all aspects of the position from the existing Event Coordinator.
- 10) **Mock-up of all Marketing Material to include City of Lake Geneva Logo (also list all social media outlets associated with this event):** Not applicable as this amount will be used solely for hourly compensation during the transition / training period.
- 11) **Marketing plan for the event:** Not applicable as this amount will be used solely for hourly compensation of the incoming Coordinator during the transition / training period.
- 12) **How will this grant generate overnight stays within the City of Lake Geneva?** This grant will generate stays within the City of Lake Geneva by ensuring uninterrupted, seamless client service to those who have already reserved the Riviera Ballroom as well as uninterrupted facilities marketing for those contemplating the booking and use of the facility. Failure to provide continuity of service during the transition could damage the reputation of the Riviera Ballroom. Making provision for continuation of excellent service will enhance the facility’s reputation and provide continued success in booking additional events at the venue.
- 13) **How did you or your organization calculate the estimated number of overnight stays to be generated by your event?** Not applicable as this request is related to the following provision of applicable State law: “*Marketing projects, including advertising media buys, creation and distribution of printed or electronic promotional tourist materials, or efforts to recruit conventions, sporting events, or motor coach groups*”. As well as “Tangible municipal development, including building / maintaining a convention center”.
- 14) **Any other helpful information:** The City of Lake Geneva believes this transitional / onboarding program for the incoming Events Coordinator is an absolute must to insure that the operations and marketing of the Riviera Ballroom are not adversely impacted.